SALES MERCHANDISER

R.J. Reynolds Tobacco Co./Sales Dept./Nov. - Dec. 1983

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'Pride' Caravans hit the road for '84 tour

Reynolds Tobacco's "Pride in Tobacco" Caravans will hit the road in January for their third performance season. The traveling exhibits on the history of tobacco and its importance to America have appeared at fairs and festivals with an attendance of more than 13 million people during the last two years.

The 1984 Caravan tour will begin in Florida in January and end in Arizona in late November. During the tour, the informational exhibits will appear at fairs in 12 states. Below is the first-quarter schedule of appearances:

January 14-21
Collier County Agriculture Fair
Naples, Fla.

January 22-28
Manatee Fair
West Palmetto, Fla.

January 26 - February 5
South Florida Fair
West Palm Beach, Fla.

February 8-19
Florida State Fair
Tampa, Fla.

February 8-19
Florida Citrus Festival
Winter Haven, Fla.

February 24 - March 3
St. Lucie County Fair
Fort Pierce, Fla.

March 1-11
Central Florida Fair
Orlando, Fla.

March 5-10
Citrus County Fair
Inverness, Fla.

March 19-25
Sarasota County Fair
Sarasota, Fla.

March 19-24
Lake County Fair
Eustis, Fla.

Tax revisions expand Century's distribution

Century will be available in Ohio in the spring, following a cigarette tax revision that was signed into law early this month.

On Dec. 2, Ohio Gov. Richard Celeste signed a bill that changes the way the state taxes cigarettes. Cigarettes sold in Ohio are now taxed on the basis of 10-cigarette units, which means that a 25-pack of Century would be taxed as if it contained 30 cigarettes.

Beginning in March, cigarettes will be taxed on a per-cigarette basis, clearing the way for Reynolds Tobacco to offer Century to Ohio smokers.

The legislation passed the state House Nov. 16 by a vote of 89-3. It passed the state Senate Nov. 29 by a vote of 30-0.

Gene Ainsworth, director of the company's Public Affairs Department, said, "The Ohio tax revision represents a major achievement because Ohio is the second-largest market where Century isn't currently sold. New York is the only larger market where tax laws prevent us from offering consumers Century's value."

He noted that the Ohio market accounts for about 4.8 percent of all cigarettes sold in the country.

In a related development, the company has announced that it will begin marketing Century in Missouri Jan. 30. Distribution of Century was delayed in that state pending the review of cigarette tax laws in 105 municipalities.

Cigarette tax legislation similar to that passed in Ohio is also pending in New Jersey, where it passed the state Assembly Nov. 21 by a vote of 63-2. The bill was scheduled to be considered by the state Senate in mid-December.

With the addition of Missouri and Ohio, Century will be sold in 35 states.

M.B. Myhre, St. Paul division manager, dies

M.B. Myhre, division manager in St. Paul, Minn., for the past 17 years, died Nov. 4. He had 27 years with the company.

Myhre joined Reynolds Tobacco in 1956 as a sales representative in the Milwaukee, Wisc., division where he was promoted to assistant division manager in 1963. He was promoted to division manager in St. Paul in 1966.

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MEMO

From the Vice President, Field Sales

It comes as no surprise that 1983 has been a very unusual year in the tobacco industry. The federal excise tax increase affected industry volume, and that, along with the business environment has made it a difficult year for us.

But while 1983 is a fact of life, we need to remember that we are leaving the year in a position of strength, poised for growth in the future. 1984 will be a year of opportunity. We will be in a position to achieve outstanding results, because we will improve the tools with which we work to achieve a level of excellence.

I won't dwell on those improvements because you will hear about them in meetings scheduled in January. I will say that we are about to embark on a new venture which will allow us to maximize our human and financial resources. We are going to concentrate on strong business-building opportunities.

The strong business building begins with the introductions of Century 100s in 34 states, and Sterling in Florida. The early success of Century 85s indicates that we are meeting a consumer demand, and certainly Century 100s will further capitalize on this major opportunity. We feel Sterling will become the quality benchmark of the cigarette industry.

Indeed, 1984 promises to be an exciting year at RJR and I know you look forward to the challenges.

On behalf of Don Grout and Yancey Ford, I want to thank you for your great effort in 1983 and wish you and your loved ones a joyous holiday season.

Ralph Angiuoli

Ralph Angiuoli

Source: https://www.industrydocuments.ucsf.edu/docs/ynfn0000

'Competition has always held the RJR sales force in high esteem because of the high standards we set in both people and programs. We are going to again out-perform our competition on the street in every possible way.'

— Don Grout

Regional managers focus on excellence

"Managing for Excellence" was the official theme of the Regional Managers Conference held in Miami, Fla., Nov. 2-6.

In his opening remarks, Ralph Angiuoli, vice president - Field Sales, set the tone of the meeting by recognizing the important role people play in the success of our company. He emphasized that "the future of our company depends primarily on the quality of excellence from our people."

The meeting began with the announcement of Century 100s and Sterling; and for the first time in many years, a guest speaker, Dr. James G. Carr, was introduced to the group. Dr. Carr, a management psychologist, spoke about social styles in human behavior and how we can better understand each other by recognizing the different styles in the people we contact daily.

Yancey Ford, vice president - Operations, then set the stage for the remainder of the meeting by announcing that "the tactics, programs and plans for 1984 will present a new direction for our company, a new set of goals and objectives, and a completely new philosophy." This new direction will be presented to Field Sales meetings scheduled for January.

Don Grout, senior vice president - Sales, stated that 1984 will be a year of opportunity and outlined three strategies for achieving our goals — new brand introductions, better resource management and the strongest business-building promotions and merchandising plans.

"We are going to put greater effort behind our growth and core brands, continue to introduce successful new brands and develop the right programs to support our brands," he said. About competition, Grout added, "Competition has always held the RJR sales force in high esteem because of the high standards we set in both people and programs. We are going to again out-perform our competition on the street in every possible way."

Philadelphia Regional Sales Manager Jim Gentry listens to a recorded description of new POS as he walks through the "Gallery of Excellence."

The regional managers heard presentations from Marty Orlowsky, vice president - Brand Marketing, and Larry Hall, vice president - Marketing Development. Members of RJR executive management present in Miami also addressed the group, including Edward A. Horrigan Jr., chairman; Gerald H. Long, president; and James W. Johnston, executive vice-president.

The majority of the time in Miami was devoted to breakout meetings or workshop sessions where 1984 plans and programs were presented. In the Point-of-Sale workshop, regional managers were exposed to the RJR "Gallery of Excellence," the gallery was a walk-through display of 1984 permanent advertising. Along the gallery route, regional managers listened to a cassette tape explaining various advertising pieces.

In a separate session, the regional managers were brought up-to-date on the progress of the Sales Information System.

Angiuoli closed the meeting with a challenge to all members of the Sales organization to "pursue excellence. The pursuit of excellence is contagious," he said. "It filters from top management down. It must be a daily challenge for each of us."

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San Antonio reunion draws RJR praise

Ten former managers and sales representatives in the San Antonio, Texas, division gathered for "sort of a reunion" last May, and naturally the talk centered on challenges and experiences.

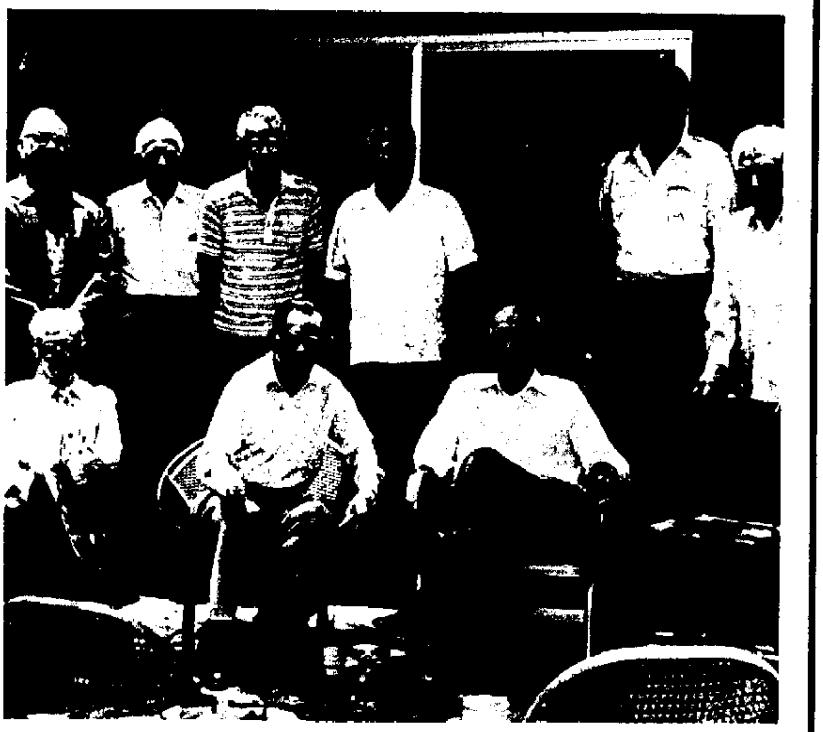
The group, representing more than 300 years of service to R.J. Reynolds, worked the division from 1932 through early this year.

"Among us were one retired department manager, two retired division managers and two retired assistant division managers," wrote Frost W. Uzzell, the "dean" of the retirees with 42 years service.

"Four of us started during the Depression when the starting weekly salary was $16 to $18," said Uzzell. "Thank you, RJR, for the job."

Camel was the only brand the company sold when most of the group started work, and the San Antonio division boasted a better than 49-percent share of market with the addition of Winston and Salem.

"After we made coverage of San Antonio, we started over working another smoking or chewing item. We actually 'screen-doored' the city," said Uzzell. "We started to work walking with a cabin bag loaded with advertising and a supply of some special 'effort brand.' We used a city transit bus to get to the end of the line where we started working back."



The San Antonio division reunion included, (standing, left to right) L.J. Evans, F.C. Hernandez, H.B. Moore, D.G. Williams, O.J. Simlinger, H.L. Mackie and F.W. Uzzell. Seated, left to right, are H.H. Koch, C.W. Lewis and H.C. Hogue.

Uzzell then recalled a letter written by W.N. Reynolds, brother of R.J. Reynolds, "encouraging us to put forth our very best selling ability in order to accomplish a record year of sales." The goal was $365 million for the year, or $1 million a day. The company met the goal.

Another interesting story involved Bowman Gray, former sales executive who became chairman of Reynolds Tobacco. Gray visited the division one cold January day in 1949.

"The temperature fell to below zero," Uzzell recalled. "While Mr. Gray was working with one of the salesmen, he requested the car heater be turned on only to learn that company cars in this division were not equipped with heaters.

"The company did not authorize them because we were in the 'tropics.' But that was soon changed as Mr. Gray requested all company cars have heaters installed quickly. Thank you, Mr. Gray."

The 10 who gathered for the reunion (with number of years in parenthesis) were: Uzzell (42); H.H. Koch (40); H.C. Hogue (38); L.J. Evans (36); C.W. Lewis (34); F.C. Hernandez (32); H.L. Mackie (28); H.B. Moore (22); O.J. Semlinger (21) and D.G. Williams (16).

"We are thankful to RJR for our employment and our retirements," concluded Uzzell.

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Sales area staffs perform myriad of functions to assist directors

Editor's Note: This article is based on information obtained from a survey of Area Staff managers. Quotes were selected as representing a consensus of how the managers view their positions.

When Reynolds Tobacco created the sales area concept seven years ago, specialized area staffs were created to assist directors as the direct link between Field Sales and the Home Office.

Over the years, directors have called on the experience and talent of their staffs to assist them in the operation of a sales area, which is responsible for approximately 20 percent of the company's business.

Following is a breakdown of the staff positions — budget and planning manager, merchandising manager, and sales training and vending/ military manager — and profiles of these specialized functions.

Budget & Planning Manager

The B&P manager assists the director in virtually every facet of sales area operations, particularly in planning, analyzing business and removing as much administrative burden as possible from the director.

"The B&P manager provides much the same resource to the regional manager by dealing with a myriad of problems that could otherwise keep him chained to his desk," said J.R. Bishop Jr., B&P manager in the Pacific/Mountain sales area. "Where the Home Office is concerned, he serves as a conduit in the flow of information from Home Office to the Field and vice versa."

In his previous capacity as B&P manager in the Mid-Continent sales area, M.W. Shaw saw his position as that of a facilitator, providing answers or solutions when a situation or question arose from Field Sales management.

D.C. Hill, B&P manager in the North Atlantic sales area, agrees. "We offer managers quick access to needed information in a wide range of areas, from PDI availability to Work Plan information, to weekly shipments versus goals," says Hill.

The function seems to focus on two distinct objectives: monitoring, analyzing and providing information to help Field management make quick sound decisions; and freeing up Field management to perform activities that relate directly to selling.

"Formulating performance plans, monitoring overall sales area goals, and directing and monitoring operating budgets are the main accountabilities," says L.J. Bowlby, B&P manager in the South Atlantic sales area. "Communicating this information quickly to the Field helps them achieve their objectives."

B&P managers work closely with corresponding departments in the Home Office, particularly in the areas of planning and communication/ administration. In the future, for instance, they will work closely with the Home Office in the implementation of the Sales Information System. They are instrumental in the planning process since they must assist in the execution of work plans, promotions, special events and new brand introductions.

North Atlantic staff

D.C. Hill

D.L. Bomgardner

R.J. Blazo

South Atlantic staff

L.J. Bowlby

R.C. Gaillard

R.N. Young

Sales Merchandising Manager

Like all staff positions, sales merchandising managers support. "We support the director by communicating area standards, monitoring programs and promotions against goals, and implementing programs and promotions," says R.N. Young, sales merchandising manager in the South Atlantic sales area.

"We do this by providing input to Home Office Merchandising on needs and opportunities in the sales area," says M.E. Sturm, sales mer-

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North Central staff

W.F. Tucker

M.E. Sturm

L.A. Sasso

chandising manager in the North Central sales area. "We also provide a resource to all sales area management for assistance in identifying merchandising problems and opportunities, and in developing solutions. Another important accountability is assisting chain accounts managers in the development of merchandising programs for major chains in the sales area."

"Working together to develop the right merchandising concepts to meet RJR and chain objectives is one of the crucial areas of interaction," says D.E. Vaught, sales merchandising manager in the Pacific/Mountain sales area.

It is the SMM who acts as the facilitator in bringing an idea from the Field to Home Office Merchandising, assisting with the development of that idea, and monitoring the idea's effectiveness in the Field.

"Many merchandising ideas come from the Field," says Young. "We communicate them to Merchandising and once they are completed and ready for implementation, we apply area standards to the program. We communicate the program to the Field, monitor the program against standards, and then communicate the results back to the Home Office."

SMMs also assist chain accounts managers in developing presentations, requiring coordination of resources with Merchandising Technical Services, Graphics, Photography and Merchandising.

Sales Training & Vending/Military Manager

Assistance in the training and development of the Sales Department's most valuable resource — people — is a mission that sales training & vending/military managers see as critical.

"Our programs are only as good as the people who implement them," says Skip Lanterna, sales training & vending/military manager in the Pacific/Mountain sales area. "We work closely with Sales management to ensure that quality people are hired, trained and then developed properly to achieve their highest career potential."

These managers accomplish this by assisting with the development and implementation of training programs and performance evaluations. Working directly with Home Office Training and Development, they assist in communicating new programs to the Field, such as the hand-held computer reporting system.

"The majority of coordination involves the development of programs," says L.A. Sasso, sales training & vending/military manager in the North Central sales area. "Then we monitor the effectiveness of the programs and make recommendations based on the results."

The sales training & vending/military managers apply the same principles to the specialized areas of vending and military sales. "In these areas, we assist Field management in the development and execution of sales presentations to key accounts," says R.J. Blazo, sales training & vending/military manager in the North Atlantic sales area.

Working closely with the Home Office, these managers assisted in developing the Vending Coin Mech program, new vending contracts, vending B1G1F promotions and programs designed to enhance military sales.

Common to the three staff positions is the function of information resource to the director, regional managers and the Home Office. All seek to provide a smooth flow of information to and from the Field to ensure a competitive advantage which enables Field Sales to exceed its goals.

Mid-Continent staff

F.A. Weber

M.W. Shaw

H.W. Freeman

Pacific Mountain staff

J.R. Bishop

D.E. Vaught

J.M. Lanterna

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When going gets tough, Woods goes 'portable'

The "P" in PDI means permanence, but R.D. Woods Jr., area sales representative in the New Orleans division, took it to mean portable — at least at the Louisiana Superdome.

When the Superdome did away with vending machines, Ogden Food Service picked up the cigarette business by selling loose packs from their portable Frozen Daiquiri carts (12). In addition to securing four of the six brands carried on the carts, Woods secured the only POS. They are cigarette price signs mounted to the top of each mobile cart.

Woods' portable PDI.

'Queen' flies RJR colors thanks to South L.A. pair

The Queen Mary hasn't sailed a mile in many years, but J.E. Stiltz, division manager, and M.L. Napolitano, area sales representative, of the South Los Angeles Division have made sure the luxury liner is flying RJR colors.

The two called on the newly opened gift shops located on the tourist attraction that is docked at Long Beach, Calif. In four new calls and two new independent vending machines, the two placed one Vantage digital clock, two Camel neon clocks, three permanent counter displays, and two Century temporary displays, and introduced eight new brands for a total of 17 RJR brands (out of 25).

They also increased RJR brand average from 8 to 11 and placed Salem refurbishing panels and Camel toppers on all vending machines. RJR package merchandisers were placed in all four gift shops with 40 percent load and package merchandiser signage. The two also secured RJR dominance and exclusive counter display placement in each account selling cigarettes. This has resulted in additional sales of 120 cartons of introductory items the first 30 days.

Canu takes RJR to the mountain

Hunter Mountain in New York is as popular for its summer festivals as it is for its winter skiing. Area Sales Representative R.G. Canu of the Albany, N.Y., division took advantage of five festivals — covering July 8 through August 21 — to secure exclusive advertising. This Main Stand at Hunter is a good example of Canu's accomplishment which resulted in 1,700 RJR packs sold.

26 miles across the sea, Kelly dominates island

"Twenty-six miles across the sea. Santa Catalina is waiting for me." The lines of that old song may have been what was on Area Sales Representative T.P. Kelly's mind when he planned on dominating the "island of romance."

On a trip to the popular resort attraction, Kelly sold 550 cartons, placed 29 displays, 46 pieces of permanent advertising, five vending toppers and introduced Century to all calls on the island. Kelly also secured a 10.5 brand average in the vending machines on the cruise ships traveling to Catalina Island.

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Source: https://www.industrydocuments.ucsf.edu/docs/ynfn0000

VOLUME WINNERS

'Row, row your brands' says OK City's Dedeaux

"Row, row, row your brands" should be C.R. Dedeaux's motto. The Oklahoma City chain accounts manager secured excellent results in presenting revised shelf display contracts and gaining additional RJR rows.

Safeway (69 stores) has authorized two 156 UCMs at two end-caps resulting in 3,960 additional RJR rows. TG&Y Discount (300 stores) also upgraded to a full two-shelf plan, resulting in an additional 4,800 RJR rows.

Overall, in five Oklahoma City area chains, Dedeaux has been able to sell an additional 10,288 RJR rows with an approximate additional inventory of 61,728 RJR cartons placed on the fixtures.

Niedert helps food chain to see the end-cap light

Area Sales Representative R.L. Niedert of the Portland, Ore., division helped Keil Food Stores see the light about end-cap merchandising. These stores had been ready to convert from end-cap and sold the wrap-around program for all five stores.

He also succeeded in removing competitive spinners, placing RJR gondola end frames in all stores.

Clerici zeroes in on competition in Denver

Sales Representative John Clerici of the South Denver division wiped out the competition in all Bonded Petroleum Stations (9) in his assignment.

Clerici secured authorization for exclusive RJR PDI in the chain's nine stations and removal of all competitive advertising.

Yolo Fair goes exclusive RJR

Area Sales Representative J.W. Duran of the Sacramento, Calif., division secured exclusive distribution and signage at the Yolo County Fair, a five-day event that drew a record 132,000 visitors. It is the only fair in California with a free gate.

South Bronx division boasts 'can do' spirit

It's been said that divisions take on the personality of their managers. That being the case, A.H. Perez's South Bronx, N.Y., division is certainly a "can do" division.

Through careful planning and the "can do" attitude, the South Bronx sales team is demonstrating creative use of PDI in store fronts, subway entrances, outside newsstands and other potential sites.

As a result of their consistent efforts in implementing their work plans and PDI objectives, their volume has increased by 8.9 percent versus goal year-to-date.

Idea Exchange

Twin-Stiks adhesive works great for securing our new 120-pack wire displays at the cash register position on the counter. If you secure this display with Twin-Stiks, it is less likely to be moved.

Washington,DC
C.L. Sigmon

I have placed two pole signs over the racks where shopping carts are placed in parking lots and put on them "Please Return Carts Here." They look great.

Hattiesburg, MS
J.D. Strong

Encountering a few R.J. Reynolds package fixtures with sticky slides and rollers around my assignment, I discovered carrying a can of aerosol lubricant is a quick and easy solution to better working fixtures. Keeping these racks working properly will yield more than smooth operation.

Evansville
B.G. Becker

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VENDING

RJR brand average up at Hartsfield Airport

Assistant Division Manager D.M. Williams of the South Atlanta division secured an additional 133 RJR placements with Ultra Vend at Hartsfield International Airport. The result increased RJR brand average from 8.91 to 10.68.

Sadler gains first-ever ride/with in N. Atlanta

Area Sales Representative J.E. Sadler of the North Atlanta division sold the Atlanta Big Boy Corp. on a first-ever ride/with. The corporation operates 37 vending machines in their Shoney's Restaurants.

Sadler secured an additional 133 placements that increased RJR brand average from 9.4 to 13.0. Vending toppers were placed in eight high-traffic locations.

Christman rides one day for Montana placements

Sales Representative R.T. Christman of the Billings, Mont., division conducted a one-day vendor ride/with for Gierke Distributing in Miles City, Mont. During the day, all 18 of the vendor's locations were contacted resulting in 41 net new placements and an increase in brand average from 7.96 to 10.78.

Cohen captures 'crown' for Baltimore additions

Vending Sales Manager - Field E.L. Cohen of the Baltimore division recently rode with Crown Vending, which operates 273 machines in the inner city that averages 145 packs a week per machine. Cohen secured an additional 145 placements and increased brand average from 8.44 to 9.31.

Part-time program is big hit in S. Denver

The vending/part-time program is working well in the South Denver, Colo., division as evidenced by results recorded by Assistant Division Manager J.M. Bermejo.

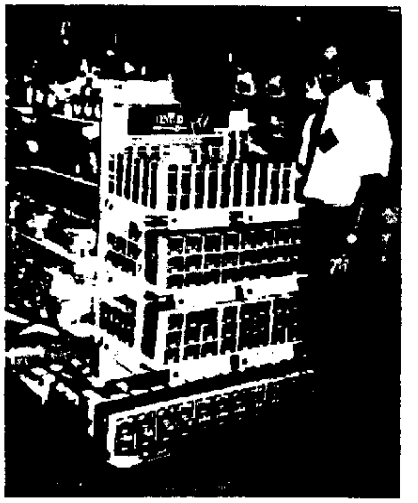
Working a total of 83.5 hours and servicing 129 machines, part-timers placed 25 toppers, and 59 vending header cards, and replaced 294 vending labels.

MILITARY

Taylor recruits at Fort Meade

Area Sales Representative J.H. Taylor Jr. of the Annapolis, Md., division "recruited" every tool he could to help improve RJR volume, distribution and dominance in the Fort Meade Main Exchange.

For the first time ever, Fort Meade's Exchange has an end-cap display. Taylor also placed checklane displays and 40 pieces of advertising.



Taylor and his first-ever Fort Meade display.

Since you asked

Q: Would it be possible for Form 7026 prebooking (order book form) to have four copies instead of three? First copy or original to jobber, wholesaler or chain HQ. Second copy to division office with draft payment. Third to store and fourth for RJR sales representatives' records.

A: The Form 7026 has been changed to a four-part form effective with September shipments.

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PROMOTIONS & APPOINTMENTS

Colleen A. Coyle has been promoted to sales training manager in the Home Office Sales Department by R.J. Reynolds Tobacco Co.

Coyle joined the company in 1976 as a sales representative in the Camden, N.J., division. She was promoted to area sales representative in the South Jersey, N.J., division in 1978, and was named area manager - merchandising in the Philadelphia chain division later that year. Coyle was promoted to assistant division manager in the North Atlanta, Ga., division in 1979, and to division manager in the Baltimore, Md., division in 1982.

J.W. Poston has been promoted to chain account manager in the Houston, Texas, chain division by R.J. Reynolds Tobacco Co.

Poston joined the company in 1972 as a sales representative in the Fort Worth, Texas, division. He was promoted to area sales representative in 1974, and to area manager - merchandising in the Dallas chain division the following year. Poston was promoted to assistant division manager in the Dallas division in 1978, and in 1980 was named division manager in the Memphis, Tenn., division.

J.L. Anderson has been promoted to division manager in the Minneapolis, Minn., division by R.J. Reynolds Tobacco Co.

Anderson joined the company in 1973 as a sales representative in the St. Paul, Minn., division, where he was promoted to area sales representative the following year. He was promoted to area manager - merchandising in the Minneapolis chain division in 1977, and later that year was promoted to assistant division manager in the St. Paul division.

D.M. Comer has been promoted to division manager in the Baltimore, Md., division by R.J. Reynolds Tobacco Co.

Comer joined the company in 1971 as a sales representative in the Charlotte, N.C., division. He was promoted to area sales representative in 1973, and to assistant division manager in the Columbia, S.C., division in 1977.

Katherine M. King has been promoted to division manager in the Memphis, Tenn., division by R.J. Reynolds Tobacco Co.

King joined the company in 1977 as a sales representative in the Central Chicago, Ill., division, where she was promoted to area sales representative the following year. She was promoted to area manager - vending in the West Chicago division in 1980, and the following year was promoted to assistant division manager in the North Chicago division.

P.M. Shehan has been promoted to division manager in the Roanoke, Va., division by R.J. Reynolds Tobacco Co.

Shehan joined the company in 1978 as a sales representative in the Charlotte, N.C., division, where he was promoted to area sales representative the following year. He was promoted to assistant division manager in the West Palm Beach, Fla., division in 1981.

P.D. Hayes has been promoted to assistant division manager in the St. Louis, Mo., division by R.J. Reynolds Tobacco Co.

Hayes joined the company in 1979 as a sales representative in the Paducah, Ky., division, where he was promoted to area sales representative the following year. He transferred to the St. Louis division in 1981.

R.E. Cross has been promoted to merchandising manager - field in the Dallas, Texas, chain division by R.J. Reynolds Tobacco Co.

Cross joined the company in 1981 as a sales representative in the Dallas Mid-Cities division, where he was promoted to area sales representative.

JoAnne B. McConnell has been promoted to merchandising manager - field in the Dallas, Texas, chain division by R.J. Reynolds Tobacco Co.

McConnell joined the company in 1975 as a sales representative in the Little Rock, Ark., division, where she was promoted to area sales representative.

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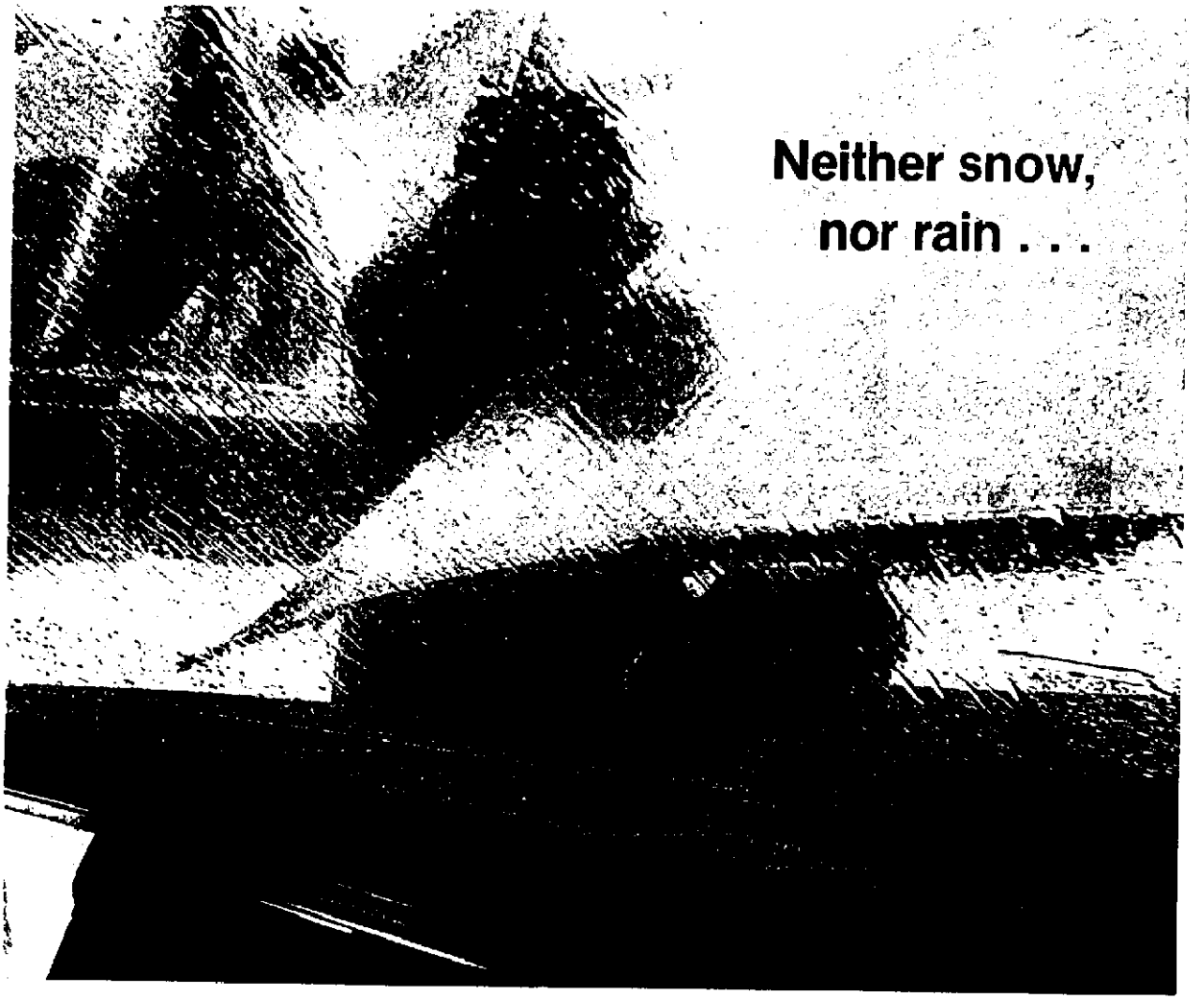

Hundreds of Reynolds Tobacco sales representatives found themselves in the same situation as Karl Dingman Jr. after a pair of vicious winter storms struck the West and Midwest at Thanksgiving. Dingman, area sales representative in the Minneapolis, Minn., division, dug out early in the morning, poured a little washer for the windshield wipers and went about making his calls, as did hundreds of other reps. The Minneapolis region, hard hit by the storms will be featured in the January-February issue of *Sales Merchandiser.*

SALES MERCHANDISER

November-December 1983

Published for members of the Field Sales Force of R.J. Reynolds Tobacco Company.

Editor ..... **Gene Scialdone**

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